

Town of Herndon Brand



Economic Development Task Force

• "There is momentum now for crafting a strong, unified message that businesses and residents can get behind and can be used to market the town to its businesses, residents and travelers."

Economic Development Task Force Recommendation – April 2011

Brand Identity Development

- Appointment of consultant, Washington-DC based Trialogue Studio
- Appointment of Brand Advisory Committee
 - Elected Officials
 - Marketing Executives
 - Town Residents
 - Fairfax County Representative
 - HCC, HHA Representatives

Brand Identity - Research

- Materials audit
- Claritas data
- 5 focus groups
- 15+ one-on-one interviews
- Online survey almost 400 responses

Town of Herndon Brand

Intercept survey – Reston Town Center



Next Generation Small Town

Brand Essence

Positioning Statement

A next generation small town pulses on the edge of Fairfax County. Turn off the highway and find yourself in a place that welcomes innovators, risk-takers, history seekers and family-keepers. This is where the roots of history help to grow the ideas of tomorrow.

Brand personality attributes: Focused, Open, Caring



Herndom VIRGINIA

Herndon Herndon Herndon































* No logo could be found for Sterling, VA





IT'S On!

IT'S **on**

general events/activities

ROCK **on**

Friday Night Live

TRY **on**

retail

LUNCH IS **on**

pop-up restaurant event

on POINT

On VIEW

business or government collateral

exhibit

Town of Herndon Brand

come on in: welcoming/community service

organizations

on track: Metro development

on the table: restaurant week

spot on cafe: train depot incubated cafe

coffee's on: incubate cafe

on now: events

on board: approvals

dream on: incubator/innovation projects

work on: public works projects

on time: rallying around completion

of projects

on the tee: golf course

game on: parks and recreation

ride on: bike path

play on: parks and recreation

think on: education

on trial: pop-up retail

now on: community cultural events

on task: business and government messaging

on your side: Herndon Police/Fire

read on: library

online: technology



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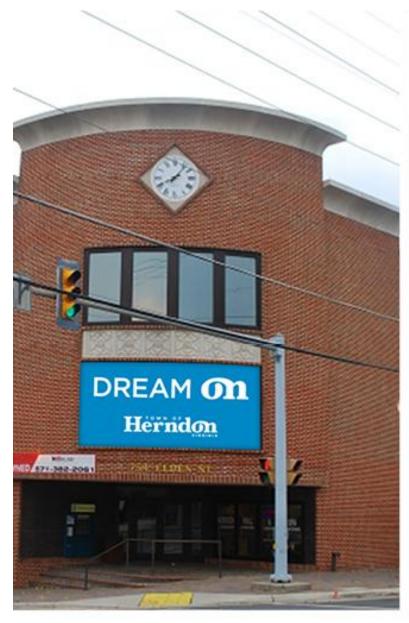


Business Applications





Potential Pop-up Exhibit





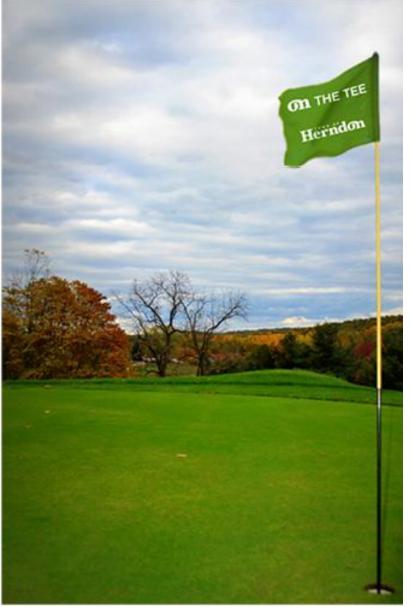
Incubation/Innovation Applications





Restaurant Applications





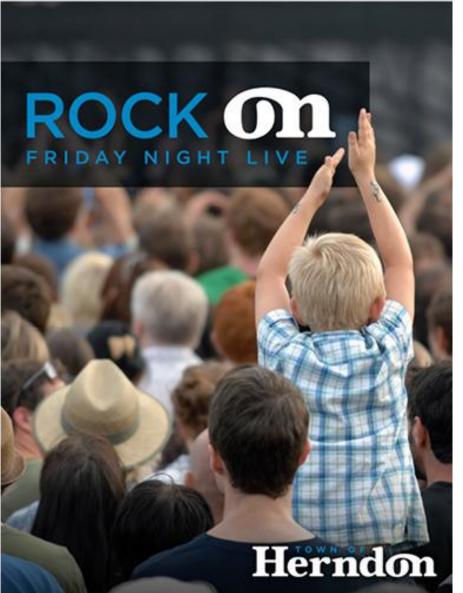
Parks & Recreation Applications





Crowd-sourcing Application





Event Promotion - shirt & poster

Next Steps

- Internal branding website, town vehicles, signage, town operations
- Trademark and Style Guide
- Town Marketing Plan
- Outreach to businesses and organizations integration of town brand into YOUR marketing and communications

January 8, 2013

How can your business turn it



here in Herndon?

